

10/85

TRUCK ADVERTISING REVIEW

- 10 companies with "national" coverage
- Proposals received span time period from 1979 to 1985
- For side locations, sizes range as follows:

5'x10'
7'x12'
6'x14'
5½'x16'
7'x16'
7'x20'
5'x25'
5½'x28'
7'x28'
6'x30'
8'x40'

(1985 proposal has two sizes:
5½'x16' and 5½'x28')

Cost for side panels range from \$95 to \$300 per sign. (Remember that cost cover a six-year time period.) 1985 proposal has cost of \$132 to 162 per sign for larger size, depending on quantity.

- Most proposals to not address the subject of copy changes. Those that do, have change-over times of 2 mos. to 1 year. Number of copy changes appears to be tied to contract length; i.e., your copy stays up for as long as your contract runs. (In a long-term contract, how would we be able to arrange uniform copy changes when trucks are continually on the road?)
- Only two companies address the question of maintenance-assuring that trucks will be washed and maintained properly. (How would we know?)
- Production - Usually silk-screened on vinyl. Common Carrier places plexi-glass covered frames on truck sides so that paper can be used.
- Estimated impressions per truck range from 658,000 to 1.4 million per month.
- Proof of performance - Two companies offer copies of truckers' logs as proof of performance.

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